

WHAT IS CLAIMED IS:

1 1. A method for transmitting multimedia contents, comprising:
2 at a client system selecting a desired content to be received from a content
3 provider;
4 submitting the selected content to a server system;
5 receiving the selected content at the client system; and
6 thereafter, uploading the received content to a portable multimedia device
7 that is coupled to the client system.

1 2. The method of claim 1, further comprising:
2 attaching an information to the selected content to promote a business
3 entity.

1 3. The method of claim 1, wherein the selected content is in a first
2 format, the method further comprising:
3 converting the content in the first format to a second format.

1 4. The method of claim 3, wherein the portable device recognizes the
2 second format but not the first format.

1 5. The method of claim 3, further comprising:
2 identifying the portable device coupled to the client system to provide the
3 client system with information as to which format is compatible with the portable device.

1 6. The method of claim 3, wherein the client system determines
2 which formats are compatible with the portable device without requiring a user to identify
3 the portable device.

1 7. A method for transmitting multimedia contents, comprising:
2 providing a client software accessible via a communication network to be
3 downloaded to a remote computer;
4 downloading the client software to a client system;
5 inputting a request for a multimedia content using the client software in the
6 client system;
7 submitting the request to a server system via the communication network;

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receiving at the client system a content corresponding to the submitted
request; and
thereafter, uploading the received content to a portable multimedia device
that is coupled to the client system.

8. The method of claim 7, further comprising:
attaching an advertisement to the content corresponding to the submitted
request.

9. The method of claim 7, wherein the content corresponding to the
submitted request is streaming data.

10. The method of claim 9, further comprising:
playing the streaming data on the client system; and
capturing the streaming data as a storable file.

11. A method for transmitting multimedia contents, comprising:
inputting a request for a multimedia content using the client software in the
client system, the request including one or more descriptive words relating to the
multimedia content, wherein the one or more descriptive words are not communication
links;

submitting the request to a server system via a communication network;
receiving at the client system a content corresponding to the submitted
request; and
thereafter, uploading the received content to a portable multimedia device
that is coupled to the client system.

12. The method of claim 11, wherein the content is audio or video data.

13. The method of claim 11, further comprising:
searching for a content provider that has the content corresponding to the
submitted request; and
retrieving the content corresponding to the submitted request to the server
system in order to download the content to the client system.